



Customer Data Management in the Consumer Packaged Goods Sector.



CPG SECTOR: CHALLENGES

In the past decade retailers have invested in relationships with their end consumers using expensive loyalty programs, magazines, and direct communication. Because retailers control the shopping experience, the CPG manufacturer could only use price promotions to gain market share.

Customer Data Management (CDM) enables CPG manufacturers to collate all data from an individual customer and use this data to engage with customer, bypassing the retailer. The Customer Data Hub CDM solution from Anchor Software collates the data of individual customers across all channels and provides a Single View of the Customer.

As an example of how the Customer Data Hub can help an organization, consider a global baby food manufacturer. Using the CDM solution they are able to collate all the data points of their customers in real time. Their customer base consists of mothers who are expecting or already have a baby or toddler. Based on the gathered information, they are able to target campaigns to an individual level and increase cross- and up-sell.

Most CPG manufacturers are very focused on campaigns, or shelf real estate and facings. This CPG manufacturer took a different route and is more concerned with the long-term journey of a mother. By using the CDM solution they have been able to integrate information from numerous different providers. These providers have access to the most up-to-date information, which is used by the marketers to engage and target promotions towards young mothers, day-by-day and week-after-week. The years of lower prices and declining margins are over. No longer are they mercy of retailers.

SMART CUSTOMER MDM

The Customer Data Hub from extracts and consolidates customer master data from a wide range of heterogeneous data sources. Before integrating the information from these various sources into the Customer Data Hub, data quality tools ensure that all the data is clean, structured and up-to-date. This means that the data quality mechanism is active immediately during initial data collection, and that the consistency of customer data from every source of data is guaranteed. External data (such as from purchases or from data suppliers) can be imported cleanly, simply and quickly.

Thanks to identity resolution, you avoid redundancies within your data storage arrangement and can determine the unique identity of your customer throughout all processes and systems. This qualitative optimized data can be consolidated to a Golden Record, i. e. Single Point of Truth (SpOT). Individual sets of rules enable leading datasets to be automatically processed and supplemented. Synchronization of the golden record with the source systems is also possible as required.

Web-based data stewardship interfaces help you to define and administer appropriate sets of rules, guidelines, work-flows and processes from within the framework of data governance. For example, master datasets can be merged and master data reinstated with original elements ("unmerged"), and relationships and hierarchies can be shown. Any changes made to the master data are clearly visible and can be understood. The data quality level achieved is maintained for the future. Appropriate rights for the respective user are allocated, setting out who can read, and who can alter, differing types of data from different sources. From within the framework of your data governance initiative, you can control and coordinate your powerful master data management based upon reliable customer master data.

The MDM solution means that exhaustive programming, plus the time needed for adaptation, as well as the time-consuming software maintenance usually required, are all now outdated. The Customer Data Hub requires neither a complex integration project, nor any change of currently existing data models. Based upon the principles of lean integration, this approach enables fast presentation of the first, operatively pertinent results and gradual incorporation of further customer data domains into your MDM solution. This reduces costs, whilst at the same time keeping the project itself lean and the project risk calculable. The rapid implementation of the MDM solution with its high scalability, plus our targeted behavior with the data, enables tangible additional value to be evident after just three months. Your positive return on investment (ROI) will soon be evident.